

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 06258 141214Z

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ACTION COME-00

INFO OCT-01 EA-07 ISO-00 EB-05 DRC-01 RSC-01 /015 W

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R 140937Z MAY 74

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 1839

UNCLAS TOKYO 6258

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: IN-STORE PROMOTION -- ISETAN

1. ISETAN STORE OFFICIALS EXPRESS SATISFACTION WITH CUSTOMER RESPONSE AND OFF-FLOOR SALES AT APRIL 26-MAY 6, 1974 U.S. IN-STORE PROMOTION. SALES OF U.S. NON-FOOD CONSUMER GOODS DURING THESE 11 WORKING DAYS TENTATIVELY SET AT \$300,000 BY STORE.

2. CHARGE AND MRS. THOMAS P. SHOESMITH PARTICIPATED IN OPENING EXERCISES OF HARVARD UNIVERSITY EXHIBIT HELD AT ISETAM MAIN STORE IN CONJUNCTION WITH THE IN-STORE PROMOTION. EMBASSY PERSONNEL ATTENDED EVENING RECEPTION COMMEMORATING PROMOTION OPENING.

3. ISETAN PROMOTIONAL MATERIAL STRESSING QUALITY IMAGE OF U.S. PRODUCTS, PRESS CLIPPINGS, AND 38 BLACK AND WHITE GLOSSY ACTION PHOTOS OF JAPANESE CUSTOMERS VIEWING U.S. GOODS ARE BEING SUBMITTED UNDER COVER OF SEPARATE AIRGRAM.

4. THREE-WEEK POST-PROMOTION REPORT WILL BE OBTAINED FROM ISETAN AND FORWARDED TO COMMERCE BY MAY 27, 1974.
SHOESMITH

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Message Attributes

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Decaption Note:
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Disposition Approved on Date:
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Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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30 JUN 2005

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